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***SERVING THE CONSTRUCTION TRADE SINCE 1967***

# Rural Builder®

[www.ruralbuildermagazine.com](http://www.ruralbuildermagazine.com)

## **Sales**

Missy Beyer 920-216-3007  
[missy@shieldwallmedia.com](mailto:missy@shieldwallmedia.com)

## **Editorial**

Linda Schimd 920-659-6319  
[linda@shieldwallmedia.com](mailto:linda@shieldwallmedia.com)



# 2022 MEDIA KIT

# ABOUT US

*Rural Builder* magazine is part of a growing network of magazines and trade shows owned by Shield Wall Media.

**R***ural Builder* is a business-to-business publication that covers the news, companies, products, and information that professionals involved in post-frame building, metal frame building, and other types of rural construction, need. Originally launched as *Farm Building News* in 1967, *Rural Builder* works hard to provide constructive help with eight issues per year. You will find tips and tricks, ideas and solutions for projects, and information about industry education and trade shows.



## HOW RURAL BUILDER IS UNIQUE:

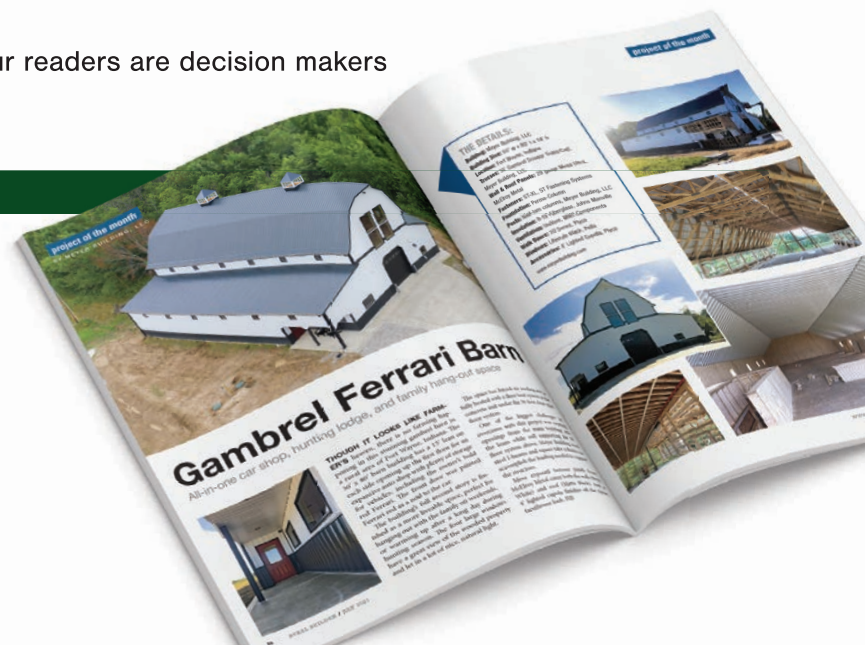
- The *Rural Builder* provides you all the contacts you need to conduct and grow your business.
- Focused on niches that otherwise don't get a lot of coverage.
- Our articles and information come directly from the source: industry professionals. You can trust that you are getting expert advice.

## ABOUT OUR READERS:

- 31,000+ subscribers
- 80% within 2 years
- 62% of readers are contractors
- 55% of readers are owner/president/partner—our readers are decision makers

## IN EVERY ISSUE:

- Project of the Month
- 50 Years Ago, This Issue
- Business Profile
- Supplier News
- Industry News





# EDITORIAL SCHEDULE

## February 2022

- **State of the Industry**
- **Cover Story:**  
Workspace Options: COUNTER Proposals
- **Product Feature:** Sealant Solutions
- **Advertising Deadline:** December 30, 2021

## March 2022

- **Cover Story:** Special Considerations  
In-Spiring Construction (Churches)
- New Work E-Vehicles that Could  
Spark a Revolution
- **Product Feature:** Entry Doors
- **Advertising Deadline:** January 27, 2022

## May 2022

- **Cover Story:** On-Slab Homes: Concrete Deco
- Ready to Retire? Exit strategies that Won't Knock  
Down the Company You Built Up
- **Product Feature:** Metal to Metal Fasteners
- **Advertising Deadline:** March 17, 2022

## July 2022

- **Gold Key Awards Edition**
- **Cover Story:** Eco-Islands Case Study:  
Cleaning Up Standing Water with Mini-Crops
- **Merger Ahead:** What It Means to the  
Company and Employees
- **Product Feature:** Nails & Screw Guns
- **Advertising Deadline:** May 12, 2022

## August 2022

- **Source Book Edition**
- **Cover Story:** Powerful Building Materials:  
Panels that Incorporate Solar Collection
- **Light Show:** Best Choices Based on Use
- **Product Feature:** Windows & Skylighting
- **Advertising Deadline:** June 9, 2022

## September 2022

- **Metalcon Preview**
- **Cover Story:** Lifts & Work Platforms: Going Mobile
- **Building Post Frame:**  
Should You Go Red (Iron) or Green (Treated)?
- **Product Feature:** Roof Types
- **Advertising Deadline:** July 14, 2022

## October 2022

- **Cover Story:** It's More Than a Cover-up!  
Select the Right Flooring
- How to Talk to Your Banker  
About Post Frame Construction
- **Product Feature:** Insulation
- **Advertising Deadline:** September 27, 2022

## December 2022

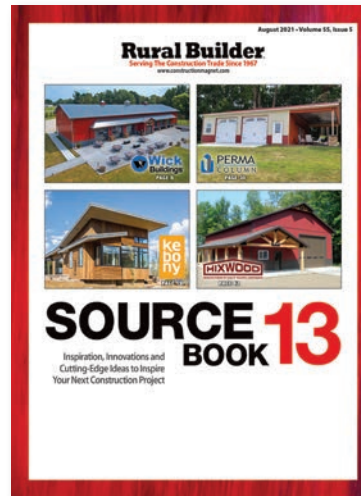
- **Cover Story:** Slow Season Strategies to  
Keep Your Crew Working
- Building with SIPs
- **Product Feature:** Snow Guards
- **Advertising Deadline:** October 20, 2022



# SPECIAL ISSUES & EVENTS



**July:**  
Gold Key Awards



**August:**  
Source Book

## GARAGE • SHED • CARPORT **BUILDER SHOW**

Since we publish magazines that have been around for decades, Shield Wall Media has long-standing relationships with suppliers and manufacturers. The Garage, Shed & Carport Builder Show brings many of them together so builders of special-use residential structures can find the materials and services they need all in one place. In addition to a robust exhibit hall, the show includes educational sessions and other networking opportunities for manufacturers and shed builders.

## Construction **Rollforming Show**

The Construction Rollforming Show is unique. If you roll form or use benders or brakes to form panels, channel, studding, soffits, gutters, carport or other construction components this is your show. The educational programming and exhibitors are tailored specifically to companies that roll form or metal form for the construction industry. This IS NOT a show for small contractors. This is a specific niche of manufacturers and builders large enough to do their own fabrication and buy materials and components in pallet, container or truck load lots.

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